

## CLAIMS

What is claimed is:

1. A method for providing enhanced advertising of a 2-D video broadcast, comprising:
  - receiving the 2-D video broadcast containing a 2-D advertisement having an image;
  - identifying the image within the advertisement;
  - looking-up a matching 3-D object in an image library; wherein the library comprises one or more 3-D objects; and
  - using the matching 3-D object to generate an advertisement, wherein the advertisement has a 3-D highlighted rendering of the image.
2. The method according to claim 1, wherein there are one or more images within the 2-D advertisement.
3. The method according to claim 1, further comprising using a look-up table to identify the matching 3-D object.

1 4. The method according to claim 3, further comprising displaying the  
2 advertisement on a display device, comprising a television, computer monitor,  
3 and liquid crystal display.

1 5. The method according to claim 4, further comprising overlaying the image  
2 with the matching 3-D object.

1 6. The method according to claim 5, wherein overlaying the image further  
2 comprises:

3 overlaying specular lighting; and  
4 overlaying shading.

1 7. A system for providing enhanced advertising of a 2-D video broadcast,  
2 comprising:

3 means for receiving the 2-D video broadcast containing a 2-D

4 advertisement having an image;

5 means for identifying the image within the advertisement;

6 means for looking-up a matching 3-D object in an image library; wherein

7 the library comprises one or more 3-D objects; and

8 means for using the matching 3-D object to generate an advertisement,  
9 wherein the advertisement has a 3-D highlighted rendering of the  
10 image.

1 8. The system according to claim 7, wherein there are one or more images  
2 within the 2-D advertisement.

1 9. The system according to claim 7, further comprising means for identifying the  
2 matching 3-D object.

1 10. The system according to claim 9, further comprising means for displaying  
2 the advertisement on a display device, comprising a television means, computer  
3 monitor means, and liquid crystal display means.

1 11. The system according to claim 10, further comprising means for  
2 overlaying the image with the matching 3-D object.

1 12. The system according to claim 11, wherein means for overlaying the  
2 image further comprises:  
3 means for overlaying specular lighting; and

means for overlaying shading.

13. A computer-readable medium having stored thereon a plurality of instructions for providing enhanced advertising of a 2-D video broadcast, said plurality of instructions when executed by a computer, cause said computer to perform:

receiving the 2-D video broadcast containing a 2-D advertisement having an image;  
identifying the image within the advertisement;  
looking-up a matching 3-D object in an image library; wherein the library comprises one or more 3-D objects; and  
using the matching 3-D object to generate an advertisement, wherein the advertisement has a 3-D highlighted rendering of the image.

14. The computer-readable medium of claim 13 wherein there are one or more images within the 2-D advertisement.

15. The computer-readable medium of claim 13 having stored thereon additional instructions, said additional instructions when executed by a computer,

3 cause said computer to further perform using a look-up table to identify the  
4 matching 3-D object.

1 16. The computer-readable medium of claim 15 having stored thereon  
2 additional instructions, said additional instructions when executed by a computer,  
3 cause said computer to further perform displaying the advertisement on a display  
4 device, comprising a television, computer monitor, and liquid crystal display.

1 17. The computer-readable medium of claim 16 having stored thereon  
2 additional instructions, said additional instructions when executed by a  
3 computer, cause said computer to further perform overlaying the image  
4 with the matching 3-D object.

1 18. The computer readable medium according to claim 17, having stored  
2 thereon additional instructions, said additional instructions when executed by a  
3 computer to perform overlaying the image, cause said computer to further  
4 perform:

5 overlaying specular lighting; and

6 overlaying shading.

1 19. A set top box for generating 3-D enhanced advertising from 2-D video  
2 broadcasts, comprising:  
3 a processor coupled to a bus; and  
4 a storage device coupled to the bus, wherein the storage device is configured to  
5 store a library of 3-D objects;  
6 wherein the processor receives the 2-D video broadcast containing a 2-D  
7 advertisement having an image; identifies the image within the  
8 advertisement; looks-up a matching 3-D object in the library; and  
9 uses the matching 3-D object to generate an advertisement,  
10 wherein the advertisement has a 3-D highlighted rendering of the  
11 image.

1 20. The set top box of claim 19, wherein one or more images are within the  
2 advertisement.

1 21. The set top box of claim 20 wherein the processor uses a look-up table to  
2 identify the matching 3-D object.

- 1           22.   The set top box of claim 21, further comprising a display device that  
2           displays the enhanced advertisement, wherein the display device  
3           comprises a television, a computer monitor, and a liquid crystal display.